

The Influence of Celebrity Endorsers, Live Streaming and Online Customer Reviews on Consumer Purchasing Decisions Somethinc Products on Tiktok Shop in Yogyakarta

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ABSTRACT

This study aims to analyze the effect of Celebrity Endorser, Live Streaming, and Online Customers Review on Purchasing Decisions for Somethinc Products at TikTok Shop. The sample consisted of 385 respondents who had purchased the product. Data was collected through a survey using a questionnaire, and proved to be valid and reliable. The Classical Assumption Test shows that the data is normally distributed and the regression model is free from multicollinearity and heteroscedasticity problems. The results showed that Celebrity Endorser, Live Streaming, and Online Customers Review each, as well as simultaneously, have a significant effect on Purchasing Decision. The findings imply the importance of strengthening those strategies for manufacturers to strengthen their marketing position on TikTok Shop.

INTRODUCTION

The development of information and communication technology, including the internet and social media such as Facebook, Twitter, Instagram, and TikTok, has changed the way people interact and shop. These social media not only connect people globally and provide real-time information, but also influence the e-commerce industry such as TikTok Shop. The integration of social media and e-commerce creates a more interactive shopping experience, increases consumer engagement, and revolutionizes product marketing strategies (Prakashlal, 2023). The presence of TikTok Shop with live streaming features makes the shopping experience more personalized and interactive, combining entertainment and shopping in one platform. TikTok is now ranked the fifth most popular social media in the world with 1.56 billion active users as of January 2024 (Databoks, 2024).

The beauty industry is heavily influenced by changes in the internet and social media, allowing beauty brands like Somethinc to effectively reach a global audience. Founded in 2019, Somethinc successfully markets its products on TikTok through celebrity endorsers, live streaming, and online customer reviews. The brand is known for its wide range of skincare and makeup products, as well as its commitment to quality and safety by obtaining halal certification and BPOM registration for more than 140 products (Ismalia, 2022). Somethinc ranked third in the best-selling facial care category in Indonesian e-commerce, with total sales of 5.2 billion during the second quarter of 2022 (Kompas.co.id, 2022; Sulistiyarningsih, 2023).

The high sales of Somethinc products in the Indonesian e-commerce market indicate that there are factors that significantly influence consumer purchasing decisions for this product. Purchasing decisions are a complex process that involves several stages, from need recognition to post-purchase evaluation (Masud, 2023). The importance of purchasing decisions for companies and consumers cannot be ignored. For companies, consumer purchasing decisions are indicators of the success of marketing strategies and product quality (Prakashlal, 2023). Meanwhile, for consumers, purchasing decisions are the result of evaluating the value, quality, and satisfaction they expect from the product or service they choose.

Purchasing decisions are a knowledge integration process that involves evaluating several alternative behaviors to choose one of them (Kotler & Keller, 2016). Prayogi et al. (2019) also describes purchasing decisions as selecting actions from various alternative choices faced by individuals. Factors that influence consumer purchasing decisions online include the influence of Celebrity Endorsers, Live Streaming, and Online Customers Review (Fadhila & Nurtantiono, 2024).

Celebrity endorsers are a popular marketing strategy in the modern era. According to Kertamukti (2015), celebrity endorsers are well-known figures such as actors, entertainers, or athletes who are known for their achievements in areas different from the products they endorse. Terence (2012) defines celebrity endorsers as public figures used to promote products or services through advertising. The use of celebrity endorsers can increase brand awareness, brand

credibility, and help differentiate products from competitors (Nainggolan, 2017). With their attractiveness and credibility, celebrity endorsers can influence consumer attitudes and purchase intentions towards products (Nurjannah et al., 2023). Research by Gabriella & Hutauruk (2023) found that celebrity endorsers have a positive and significant effect on product purchasing decisions in Shopee e-commerce. The same thing was found in the research of Fadhila & Nurtantiono (2024), which also stated that the use of celebrity endorsers significantly increased consumer purchasing decisions.

In addition to the use of Celebrity endorsement, Live streaming is an increasingly popular digital marketing strategy at this time. Chen & Lin (2018) define live streaming as the real-time transmission of video and audio content over the internet, which enables live broadcasting of digital content to viewers through online platforms (Agustina, 2018). The importance of live streaming for companies in the current era can be seen from its ability to provide direct interaction with audiences and expand market reach (Kurniadi & Dirgahayu, 2019). Live streaming also gives consumers access to real-time information, interactive shopping experiences, and personal connections with brands (Nisaputra, 2024). According to Febriani & Sudarwanto (2023), participation in live streaming sessions can increase the influence on purchasing decisions, which is supported by Rahmayanti & Dermawan's research (2023) which found that live streaming TikTok Shop in Surabaya increased the propensity to purchase products, with 72% of respondents stating they were more likely to buy after watching the live demonstration.

In addition to live streaming, another digital marketing strategy that is also increasingly important in the current era is online customer reviews. Online customer reviews are reviews or comments from consumers about products or services they purchased through digital platforms (Mo et al., 2015). It is considered an electronic form of word-of-mouth that can increase product credibility and consumer trust (O'Reilly & Marx, 2011; Cahya & Prabowo, 2023). These reviews influence perceptions of product quality and reduce the risk perceived by consumers, thus significantly influencing purchasing decisions (Ramadan et al., 2021). Research also shows that consumer reviews positively impact purchasing decisions on platforms such as TikTok Shop (Anggraini et al., 2023) and other marketplaces such as Shopee (Nuraeni & Irawati, 2021).

Based on the background of the problems described above, the researchers focused this research on consumer purchasing decisions for Something products at TikTok Shop, with the aim of analyzing the influence of celebrity endorsers, live streaming, and online customer reviews on the consumer purchasing decision process.

LITERATURE REVIEW

Purchasing Decisions

Purchasing decisions are a series of stages that consumers go through before finally deciding to buy a product or service (Tjiptono, 2014). According to Kotler & Armstrong (2018), purchasing decisions are a selection process between two or more alternative choices that involve assessing and evaluating

various options before making a transaction. Chandra et al. (2022) also describe purchasing decisions as individual activities that are directly involved in obtaining and using the goods offered. The five main categories of factors that influence purchasing decisions according to Kotler & Armstrong (2018) include: (a) need recognition; (b) information search; (c) evaluation of alternatives; (d) purchase decision; and (e) post-purchase behavior.

Celebrity Endorsers

Celebrity endorsers are figures who are widely recognized by the public with a variety of expertise in their respective fields (Putri & Sari, 2023). According to Kotler & Keller (2009), celebrity endorsers are public figures who have the ability to attract attention and influence consumer purchasing behavior thanks to their popularity, attractiveness, and positive image attached to them. Kofi et al. (2022) define celebrity endorsers as individuals who use their status to endorse and promote a product or service, with the hope of transferring the positive values and attributes of the celebrity to the advertised brand or product. The expertise of celebrity endorsers in the world of advertising lies in their ability to use the public image that has been formed to attract consumer attention to the product or service they are promoting (Permatasari, 2019). The use of celebrity endorsers is considered effective because it is able to attract public attention and create positive perceptions of the products they support. By seeing celebrities they admire using certain products, people tend to be interested in trying and buying these products, due to positive associations and trust in these celebrities. Research conducted by Putra et al. (2023), Samsudin et al. (2023), and Firmansyah et al. (2023) found that the presence of celebrities as endorsers significantly influences consumer purchasing decisions.

Live Streaming

Live streaming is the process of transmitting video and audio content in real-time over the internet, which allows audiences to watch events or content live without significant delays (Lestari, 2021). According to Fauziah (2020), live streaming is a method of delivering multimedia content directly over the internet network, which allows viewers to access and participate in events virtually from any location. The advantages of marketing through live streaming include: (a) providing more reliable information compared to static images in e-commerce; (b) using a persuasive and credible audio-visual format; (c) allowing real-time interaction between the host and customers through audio-visual and text chat forums (Zhang et al., 2019). Live streaming not only provides real-time product information, but also creates a more immersive and interactive consumer experience (Chen & Lin, 2018). This interaction process allows consumers to directly see the product in a real situation, ask questions directly to the seller, and receive immediate responses, which in turn can influence consumers' perceptions of product quality and value before they make a purchase decision. Research by Febriani & Sudarwanto (2023), Rahmayanti & Dermawan (2023), and Anisa et al. (2022) show that live streaming has a positive and significant effect on purchasing decisions.

Online Customer Reviews

Online customer reviews are structured comments that include positive, negative, and neutral feedback on products and services, posted by consumers for other consumers on customer review websites (Filiari et al., 2018). Ardianti & Widiartanto (2019) explain that online customer reviews are a form of word of mouth communication in online sales, where potential buyers collect product information from other consumers' experiences. Online customer reviews allow consumers to share their experiences quickly and widely with a larger audience. This information not only affects consumer perceptions of product quality, but also affects the level of consumer trust and confidence in the product being considered before making a purchase (Ardianti, 2019). Research findings by Rahayu et al. (2024) and Sugiarti (2021) show that online customer reviews have a positive and significant influence on purchasing decisions. This is reinforced by the research of Ramadan et al. (2021) which states that online customer reviews also have a positive impact on purchasing decisions.

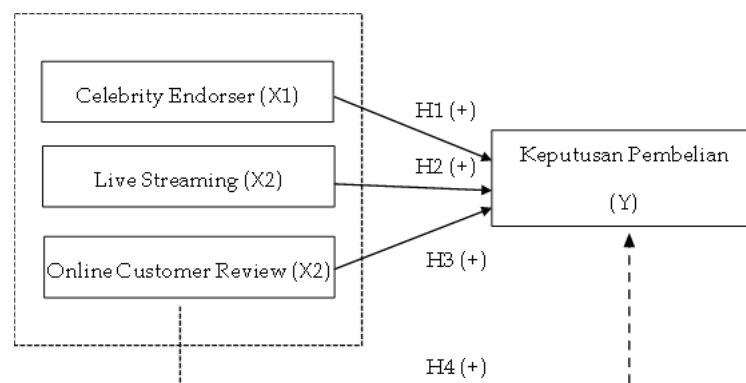


Figure 1 Conceptual Framework

Description:

H1 : Celebrity Endorser (X₁) has a positive and significant effect on Purchasing Decisions (Y).

H2 : Live Streaming (X₂) has a positive and significant effect on Purchasing Decisions (Y).

H3 : Online Customers Review (X₃) has a positive and significant effect on Purchasing Decisions (Y).

H4 : Celebrity Endorser (X₁), Live Streaming (X₂) and Online Customers Review (X₃) have a positive and significant effect on Purchasing Decisions (Y).

METHODOLOGY

This research uses a quantitative approach with an explanatory method. This approach aims to explain the relationship and influence between the independent variables (Celebrity Endorser, Live Streaming, and Online Customers Review) and the dependent variable (Purchase Decision). The

research was conducted in Yogyakarta Special Region Province, chosen due to the diversity of the population and the high penetration of technology and adoption of online shopping in the region. The population of this study includes all residents in the Special Region of Yogyakarta Province who know and have purchased Somethinc products through the TikTok Shop marketplace. The sample was selected using non-probability sampling technique, specifically purposive sampling, with inclusion criteria such as minimum age of 17 years, TikTok Shop users, and Somethinc product buyers in the past year. The sample size was determined using Lemeshow's formula, which resulted in a minimum number of 384 respondents, rounded up to 385 respondents. The data collected was analyzed using the statistical program SPSS version 25. Data analysis methods include descriptive analysis to describe sample characteristics, multiple linear regression to test hypotheses, and validity and reliability tests to ensure the validity and consistency of questionnaire instruments.

RESEARCH RESULT

Respondent Profile

Based on the data obtained from the results of the questionnaire distributed to buyers of Somethinc products at TikTok Shop, the following is a summary of the characteristics of respondents:

Table 1. Respondent Profile

Characteristics	Frequency	Percentage
Respondents Based on Gender		
Male	120	31,17%
Female	265	69,83%
Total	385	100%
Respondents Based on Age		
17 - 20 Years	23	5,97%
21 - 25 Years	160	41,56%
> 25 Years	202	52,47%
Total	385	100%
Respondents Based on Number of Purchases		
1 time	128	33,25%
2 times	82	21,30%
More than 3 times	175	45,45%
Total	385	100%

**Instrument Test Results
 Validity**

Table 2. Validity Test Results

Item Code	R Count	R Table	Description
Celebrity Endorser (X1)			
X1.1	0.753	0.100	Valid
X1.2	0.549	0.100	Valid
X1.3	0.671	0.100	Valid
X1.4	0.599	0.100	Valid
X1.5	0.727	0.100	Valid
Live Streaming (X2)			
X2.1	0.583	0.100	Valid
X2.2	0.640	0.100	Valid
X2.3	0.833	0.100	Valid
X2.4	0.715	0.100	Valid
X2.5	0.751	0.100	Valid
X2.6	0.574	0.100	Valid
X2.7	0.766	0.100	Valid
Online Customer Review (X3)			
X3.1	0.520	0.100	Valid
X3.2	0.609	0.100	Valid
X3.3	0.492	0.100	Valid
X3.4	0.482	0.100	Valid
X3.5	0.571	0.100	Valid
Purchasing decisions (Y)			
Y1.1	0.315	0.100	Valid
Y1.2	0.611	0.100	Valid
Y1.3	0.706	0.100	Valid
Y1.4	0.598	0.100	Valid
Y1.5	0.719	0.100	Valid
Y1.1	0.315	0.100	Valid
Y1.2	0.611	0.100	Valid

Based on the table above, it is known that all question items on the dependent variable and the independent variable have $r \text{ count} > r \text{ table}$ 0.100 and the significance value is less than 5% (0.05) so it can be concluded that the statement items are valid.

Reliability

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Critical value	Criteria
Celebrity Endorser (X1)	0.846	0.60	Reliabel
Live Streaming (X2)	0.893	0.60	Reliabel
Online Customer Review (X3)	0.765	0.60	Reliabel
Purchasing decisions (Y)	0.799	0.60	Reliabel

Based on the calculation results in table 3. above, it can be seen that the Cronbach's Alpha value is > 0.60 , so the items in the instrument tested are considered reliable.

Classical Assumption Test Results

Normality

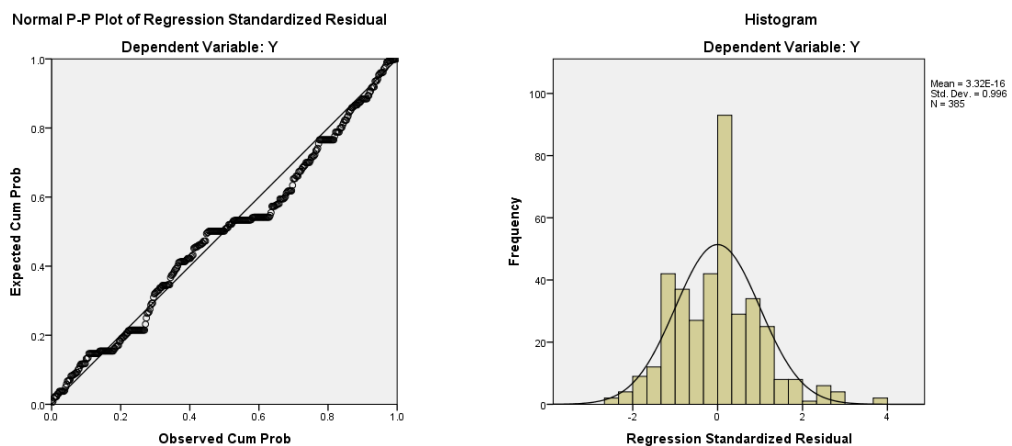


Figure 2. Histogram and P-Plot Graph Normality Test Results

Based on Figure 2, the histogram graph shows a distribution pattern that is in accordance with the principle of normality, where the distribution of data does not lean to the left. Meanwhile, the normal plot graph shows that the data spreads around the diagonal line and follows the direction of the line, which indicates a normal distribution.

Multicollinearity

Table 4. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
Celebrity Endorser (X1)	0.440	2.272
Live Streaming (X2)	0.374	2.676
Online Customer Review (X3)	0.502	1.991

Based on the data in table 4., the Variance Inflation Factor (VIF) value for the Celebrity Endorser variable (X1) is 2.272, Live Streaming (X2) is 2.676, and Online Customer Review (Y) is 1.991. All independent variables have a VIF value <10. The tolerance value on the Celebrity Endorser variable (X1) is 0.440, Live Streaming (X2) is 0.374, and Online Customer Review (Y) is 0.502. The calculation results show that each variable has a tolerance value > 0.1. So, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Heteroscedasticity

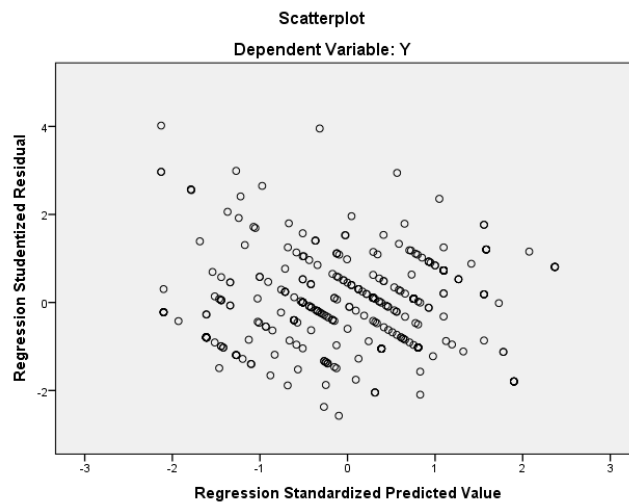


Figure 3. Heteroscedacity Test Results

The figure 3. above shows a scatterplot graph where the points are scattered randomly along the Y axis, both above and below the value of 0, without any special pattern such as waves, expansion, or narrowing. This indicates that there is no indication of heteroscedasticity in the regression model used in this study.

Data Analysis Results

Descriptive Statistical Data Analysis

Descriptive statistical analysis in this research is used to describe how respondents assess the research variables: Celebrity Endorser, Live Streaming, Online Customer Review, and Purchasing decisions.

Table 5. Descriptive Analysis Results

Variable	Mean	Category
Celebrity Endorser (X1)	3.67	High
Live Streaming (X2)	3.80	High
Online Customer Review (X3)	3.84	High
Purchasing decisions (Y)	3.62	High

Multiple Linear Regression Analysis

Table 6. Results of Multiple Linear Regression Analysis

Model		Coefficients			t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.046	0.772		2.649	0.008
	X1	0.382	0.048	0.401	8.012	0
	X2	0.22	0.04	0.302	5.560	0
	X3	0.167	0.054	0.144	3.081	0.002

The regression equation can be formulated as follows:

$$Y = 2.046 + 0.382X1 + 0.220X2 + 0.167X3 + e$$

Based on the regression equation obtained, it can be explained as follows:

1. The constant (a) of 2.046 states that if the independent variable (Celebrity Endorser (X1), Live Streaming (X2) and Online Customer Review (X3)) is 0. The positive sign means that it shows a unidirectional influence between the independent variable and the dependent variable.
2. Celebrity Endorser has a regression coefficient value (β_1) with a positive direction explaining that if the celebrity endorser assessment increases by 1 unit, the purchasing decision assessment will increase by 0.382, which means that the better the celebrity endorser, the purchasing decision will increase.
3. Live Streaming has a regression coefficient value (β_2) with a positive direction explaining that if the live streaming assessment increases by 1 unit, the purchasing decision assessment will increase by 0.220, which means that the better the live streaming, the purchasing decision will increase.
4. Online Customer Review has a regression coefficient value (β_3) with a positive direction explaining that if the online customer review assessment increases by 1 unit, the purchasing decision assessment will

increase by 0.167, which means that the better the online customer review, the purchasing decision will increase.

F Test

Table 7. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.940.588	3	646.863	175.718	.000 ^b
	Residual	1.402.555	381	3.681		
	Total	3.343.143	384			

Table 7. shows the results of the model feasibility test with an F-count value of 175.718 and a significance level of 0.000 < 0.05. This shows that the model used is feasible or appropriate, which means that celebrity endorsers, live streaming, and online customer reviews simultaneously have a significant effect on purchasing decisions.

Analysis of the Coefficient of Determination (R²)

Table 8. Coefficient of Determination Test Results (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762 ^a	.580	.577	191.866

In Table 8, the coefficient of determination test results show an Adjusted R Square value of 0.577. This means that 57.7% of consumer purchasing decisions for Somethinc products at TikTok Shop are influenced by the Celebrity Endorser, Live Streaming, and Online Customer Review variables. The remaining 42.3% is influenced by other variables outside the model studied.

DISCUSSION

The Effect of Celebrity Endorsers on Purchasing Decisions

The results showed that celebrity endorsers have a positive and significant influence on consumer purchasing decisions for Somethinc products at TikTok Shop. This finding indicates that the use of celebrities in product promotion is able to attract consumer attention and increase the overall attractiveness of the product. This research is consistent with the findings of Putra et al. (2023) and Samsudin et al. (2023), which state that celebrity endorsers can increase attention and memory of advertisements, thus influencing consumer purchasing decisions. In addition, research by Firmansyah et al. (2023) revealed that the credibility of a celebrity, which includes aspects of expertise, trustworthiness, and attractiveness, plays an important role in the effectiveness of the endorsement.

The Effect of Live Streaming on Purchasing Decisions

The results showed that live streaming has a positive and significant influence on consumer purchasing decisions for Somethinc products on TikTok Shop. Live streaming allows consumers to see the product in more detail, get information directly from the seller, and receive real-time reviews and testimonials, all of which contribute to increasing their trust and interest in making a purchase. These findings are in line with previous research by Febriani & Sudarwanto (2023) and Rahmayanti & Dermawan (2023), which show that live streaming increases consumer engagement and interactivity, providing a more immersive and informative shopping experience than traditional shopping methods. In addition, research by Anisa et al. (2022) showed that live streaming increases the perception of authenticity and credibility of products, making consumers more confident in their purchasing decisions as they can see the products in real use and hear direct feedback from other shoppers.

The Effect of Online Customer Reviews on Purchasing Decisions

The results showed that online customer reviews have a positive and significant influence on consumer purchasing decisions for Somethinc products on TikTok Shop. This finding highlights the important role of customer reviews in influencing consumer behavior. Consumers tend to rely on reviews from fellow consumers because they are considered more authentic and provide a clearer picture of the product to be purchased. Positive reviews can increase consumer confidence and encourage them to make purchases, while negative reviews can provide warnings and increase consumer caution. This is in line with the research findings of Rahayu et al. (2024) and Sugiarti (2021) have stated that online reviews have a significant impact on consumer purchasing decisions. In addition, research conducted by Ramadan et al. (2021) found that the quality and number of online reviews can affect the level of trust and consumer purchase intention.

The Effect of Celebrity Endorser, Live Streaming, and Online Customer Review on Purchasing Decisions

Simultaneously, the results of the analysis show that there is a significant influence of celebrity endorsers, live streaming, and online customer reviews on consumer purchasing decisions for Somethinc products at TikTok Shop. Rejection of the null hypothesis (H_0) and acceptance of the alternative hypothesis (H_a) confirm that these three factors together significantly influence consumer purchasing decisions. This finding is consistent with previous research conducted by Fadhila & Nurtantiono (2024), which confirmed that live streaming, celebrity endorsers, and online customer reviews play an important role in influencing consumer purchasing behavior in the context of the TikTok Shop platform.

CONCLUSIONS AND RECOMMENDATIONS

This study empirically examines the effect of Celebrity Endorsers, Live Streaming, and Online Customer Reviews on purchasing decisions for

Something products at TikTok Shop. The results confirm that the higher the quality of Celebrity Endorser, Live Streaming, and online customer reviews, the higher the tendency of consumers to buy products. The practical implications of this research are significant for Something and TikTok Shop companies. Marketing strategies can be improved by choosing celebrity endorsers that match the brand image to increase product appeal and consumer confidence. Live streaming can be utilized to strengthen direct interaction with consumers, presenting informative and interesting content to build stronger connections and increase purchase opportunities. Companies can also optimize the benefits of online customer reviews by increasing positive responses to reviews and using feedback from reviews to improve product and service quality.

ADVANCED RESEARCH

Research on the effect of celebrity endorsers, live streaming, and online customer reviews on purchasing decisions still has a number of weaknesses in its research methodology. Based on the results of the coefficient of determination test, the Adjusted R Square value is 0.577, which means that the celebrity endorser, live streaming, and online customer review variables can only explain about 57.7% of the purchasing decision variable, while the rest is influenced by other variables outside this study.

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